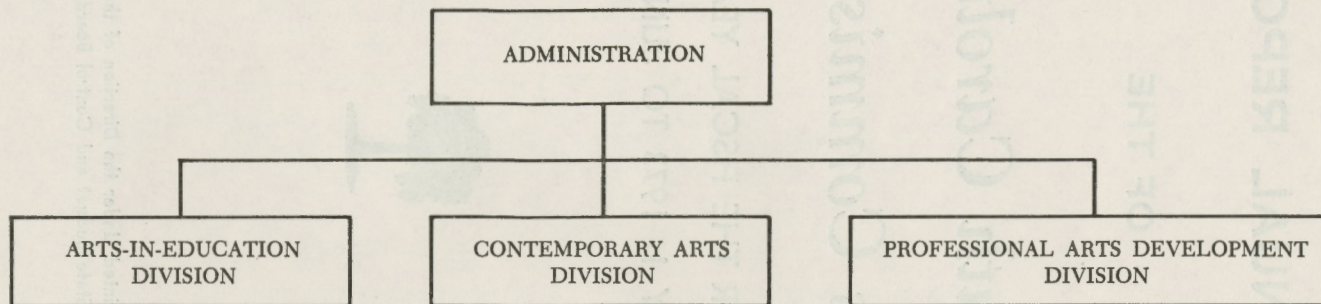


ANNUAL REPORT
OF THE
South Carolina
Arts Commission

FOR THE FISCAL YEAR
FROM JULY 1, 1973 TO JUNE 30, 1974



Printed Under the Direction of the
State Budget and Control Board



LETTER OF TRANSMITTAL

To the Governor and Members of the South Carolina General Assembly:

"What does an arts commission do?" I have heard this question many times during my tenure as a member of the South Carolina Arts Commission.

It is a question which is both simple and difficult to answer. The simple response is that an arts commission does a variety of things designed to enrich and improve the lives of its citizenry. But the simple answer because of its brevity also tends to confuse because of its generality.

The difficult answer is one which is crowded with detail and statistics. And since I am not an expert on the subject, I would give you a very general answer. I would like to tell you more about what an arts commission does, but I really want to hear from you. I have had the privilege of working with many of the most talented and creative people in the state. The Commission has always aimed to make the arts a part of the life of every South Carolinian. We have always aimed to make the arts a part of the life of every South Carolinian. But we early realized that the arts are not just a luxury, but a necessity. It also means awakening the state to the fact that the arts are not just a luxury, but a necessity. And we have seen the number of arts councils grow from 9 in 1969 to 21 in 1974.

TABLE OF CONTENTS

Letter of Transmittal	5
From the Director	7
Commissioners and Staff	9
1973-74 Financial Statement	10
Significant Dates in the History of the South Carolina Arts Commission	11
Grants, 1973-74	19

It means communicating to all people in our state that the arts are for everyone and have something for everyone. Diligent dedication to this belief was rewarded by the growth of audiences attending SCAC sponsored or funded events from 52,000 in 1969 to over a quarter million in 1974.

It means innovative pilot programs such as the Personnel Development Program; the Individual Grants Program; the Artist-in-Residence Program; the In-Residence Performing Arts Program in dance, music, and theatre; Pops-in-the-Schools; In-School Concerts; Arts-in-Prisons; Visiting Artists; Dancers-in-Residence and many others. Each of these programs had to be developed, implemented and evaluated. It is to the credit of the commission's capable Executive Director, Rick George, and his creative staff that

LETTER OF TRANSMITTAL

To the Governor and Members of the South Carolina General Assembly:

"What does an arts commission do?" I have heard this question many times during my terms as a member of the South Carolina Arts Commission.

It is a question which is both simple and difficult to answer. The simple response is that an arts commission does a variety of things designed to enrich and improve the lives of its citizenry. But the simple answer because of its brevity also tends to confuse because of its generality.

The difficult answer is one which is crowded with detail and statistics. And sometimes when I launch into a full explanation of the wide variety of activities of an arts commission, I would grow concerned that I might be telling them more about what an arts commission does than they really want to hear.

But I count it among my real pleasures that I have had the privilege of serving on the Commission in a period of tremendous growth and innovation. The Commission has always aimed to make it possible for every resident of South Carolina to be exposed to and participate in quality arts activity. But we early realized that this means more than merely sponsoring performances and exhibits in areas where the opportunities to witness live performing arts or see exhibits of good art had been rare. It also means awakening permanent interest in the arts in local communities. And we have seen the number of arts councils grow from 9 in 1969 to 21 in 1974.

It means communicating to all people in our state that the arts are for everyone and have something for everyone. Diligent dedication to this belief was rewarded by the growth of audiences attending SCAC sponsored or funded events from 52,000 in 1969 to over a quarter million in 1974.

It means innovative pilot programs such as the Personnel Development Program; the Individual Grants Program; the Artist-In-Residence Program; the In-Residence Performing Arts Program in dance, music, and theatre; Poets-in-the-Schools; In-School Concerts; Arts-in-Prisons; Visiting Artists; Dancers-in-Residence and many others. Each of these programs had to be developed, implemented and evaluated. It is to the credit of the commission's capable Executive Director, Rick George, and his creative staff that

most of these experimental programs are now standard elements in our schools, colleges and communities.

And it means doing this unbelievable number of things on one of the smallest budgets of any state agency.

An even more amazing thing is that much of what the Commission set out to do has been realized. And all of this came with the great support, encouragement and direction of Governor John C. West and the South Carolina General Assembly.

I began this statement with a question I was often asked after being appointed to the Commission. During those first weeks of service I often asked myself the question, "What can my contribution to the arts and the Arts Commission be?"

I determined that my most valid role would be to attempt to give the Commission staff encouragement toward development of quality, freedom for continued growth, and hopefully some inspiration in its search for both.

There is a great and rewarding satisfaction in trying to assist the South Carolina Arts Commission in its efforts and I only hope it will continue to strive for higher and higher goals. I know it will.

It is an honor for me to present to you the 1973-74 annual report of the South Carolina Arts Commission.

TERRELL L. GLENN

Chairman

FROM THE DIRECTOR

For all too many years, there has been a tendency to regard the cultural artistic resources of our State as being something in the nature of a non-essential element of our society. The arts were looked upon as having value, but only within certain narrowly-defined contexts which frequently excluded large numbers of citizens and prevented a broad appreciation of our cultural assets.

Within recent years, however, there has been a reappraisal of the arts as a part of the overall living environment of our State. Rather than viewing it as a limited resource for the few, South Carolina is recognizing the fact that all citizens should share in and enjoy the great cultural heritage which is ours. In this context, the arts become more than a frill or a luxury; they become an active part of the total living experience in our State.

Like the investment of public monies in programs such as education, economic development, environmental protection and others, this State's promotion of the arts enriches the overall quality of life in South Carolina. We are proud of the cultural traditions and heritages of our State and Nation, and we are encouraged to view the increasingly important role which they play in the daily lives of our citizens.

In my first six months as Executive Director of the Commission, we have reassessed our position as a service agency. In our short seven-year history, we have experienced tremendous growth and met with encouraging success in developing programs throughout the state. But to achieve the additional growth we deem essential for the cultural well-being of our citizens, we have reorganized our agency structure to more sensitively deal with current needs.

We view the Commission as having three goals: (1) to make the arts an integral part of the learning process in our educational system; (2) to insure that each citizen who is not currently experiencing the so-called "fine arts" shall have the opportunity to expand his arts awareness, understanding, and appreciation, and to insure that all citizens, regardless of geographical location, financial or social condition, age, race, or special circumstances shall have the opportunity to participate in and/or view quality arts programs; and (3) to support those South Carolina citizens who are actively involved in the arts as creators, participants, or audiences and to provide quality, professional arts resources to the state.

To aid in our attainment of these objectives we have established an arts-in-education division (goal 1), a contemporary arts division

(goal 2), a professional arts development division (goal 3), and an administration division to lead and support the other divisions.

With this new organizational structure we look forward to an even greater year of growth for the arts in South Carolina in 1974-75.

RICK GEORGE

Executive Director

COMMISSIONERS AND STAFF

<i>Commissioners</i>	<i>Term Expires</i>
Phyllis Giese (Mrs. Warren K.), Columbia	1974
Alice G. Stephenson (Mrs. H. P.), Columbia	1974
Robert Marvin, Walterboro	1974
Terrell Glenn, Columbia	1975
Steve McCrae, Fort Mill	1975
Gwen McCall (Mrs. Roy C.), Easley	1975
Franklin West, Florence	1976
Clarence Addison, Clemson	1976
John Acorn, Clemson	1976

Staff

Wesley O. Brustad, *Executor Director* (July-December)
 Rick George, *Director-Professional Arts Development Division*
 (July-December), *Executive Director* (January-June)
 R. Michael Holden, *Director-Contemporary Arts Division*
 Dick Goldberg, *Director-Professional Arts Development Division*
 (April-June)
 Scott Sanders, *Director-Arts-in-Education Division*
 Bob W. Rowland, *Director-Administration Division*
 Karl Allison, *Public Information Specialist*
 Helen Lupo, *Staff Assistant*
 James Walker, *Accountant*
 Donna Pushic, *Bookkeeper*
 Joyce G. Huey, *Education Coordinator*
 Rudolph Davis, *Education Coordinator*
 Beverly Beckwith, *Project TAP Coordinator* (January-June)
 Myrna Rodriguez, *Professional Arts Coordinator*
 Stan Woodward, *Filmmaker-in-Residence*
 Bruce Millette, *Artist-in-Residence-ARTS* (Arts Resource Transportation Service)
 Cathy Keane, *Secretary*
 Vicky Howe, *Secretary*
 Penelope Buelow, *Secretary*
 Brenda Pilkington, *Secretary*
 Oma Meade, *Secretary*

1973-74 FINANCIAL STATEMENT

Income:

State Appropriation:

Administration	\$204,255.00
Programming	\$156,641.00
Total (State Appropriation)	\$360,896.00
Federal Funds Received (Cash)	320,210.00
Other Funds Actual Cash	42,849.00
Total (Income)	<u>\$723,955.00</u>

Expenditures:

Administrative State	\$204,237.00
Administrative Federal	17,606.00

Programming:

Education Development	\$199,311.00
Contemporary Arts	86,466.00
Professional Arts	98,956.00
Grants In Aid	107,179.00
Total	<u>\$491,912.00</u>
Total Expenditures	\$713,755.00
Federal Funds to be Reallocated	10,182.00
Unexpended State Funds Returned to Treasurer	18.00
	<u>\$723,955.00</u>

SIGNIFICANT DATES IN THE HISTORY OF THE SOUTH CAROLINA ARTS COMMISSION

July 1, 1973—June 30, 1974

July, 1973: South Carolina Arts Commission receives State appropriation of \$360,896 for the 1973-74 fiscal year. The agency also received \$150,000 in federal funding (bloc grant) and miscellaneous grants of \$183,969 for a total Fiscal Year 1974 budget of \$694,865.

July, 1973: South Carolina Arts Commission reorganizes agency structure to include four basic divisions: Administration, Arts-in-Education, Professional Arts Development, and Contemporary Arts.

August, 1973: South Carolina Arts Commission launches Project TAP (Total Arts Program), an intensive arts-in-education project in Lancaster County and Chester and Fort Mill Townships. The project placed three resident artists and a number of visiting artists in the schools and communities to demonstrate and teach their art to students and residents. The program was funded by the Commission, the Elliott White Springs Foundation, the National Endowment for the Arts, and participating public schools and received special services from the University of South Carolina.

August, 1973: South Carolina Arts Commission launches ARTS (Arts Resource Transportation Service), a mobile artists studio equipped for instruction and participation in painting, drawing, pottery, photography, filmmaking, silkscreening, and a number of other art forms. Staffed by two artists-in-residence, the truck visited 24 communities and drew over 100,000 visitors in FY 1973-74.

August, 1973: South Carolina Arts Commission continues Historic Arts Restoration and Preservation Program designed to assist non-profit organizations in restoring and preserving American art treasures.

September, 1973: South Carolina Arts Commission begins Industrial Musician Program, which placed classical guitarist Richard Phillips in industrial settings for concerts and informal lecture/demonstrations with industrial work force.

October, 1973: South Carolina Arts Commission presents premiere performance of SCORE (South Carolina Open Road Ensemble), the first phase in the development of an official South Carolina State Theater. The five-man mobile acting troupe performed in schools and community theaters throughout the state during its first year.

November, 1973: South Carolina Arts Commission begins second phase of its Arts-in Prisons Program in cooperation with the South Carolina Department of Corrections. The program placed a visual artist, an actor, and a musician in five correctional facilities in the state for classes and workshops in the arts.

December, 1973: South Carolina Arts Commission continues development of its Heritage Series Program, designed to create interest in the many and varied folk arts and crafts indigenous to the state.

January, 1974: South Carolina Arts Commission adds Dance Coordinator to staff to develop dance touring program for South Carolina with the cooperation of the National Endowment for the Arts.

January, 1974: South Carolina Arts Commission launches Ensemble Residency Program with in-state tours by Camerata Woodwind Quintet and Blackearth Percussion Group.

February, 1974: South Carolina Arts Commission continues Artist-in-Residence Program with Walterboro residency by visual artist Don Boyd.

February, 1974: South Carolina Arts Commission initiates Independent Filmmaker and Youth Film Production grants for state's growing number of independent filmmakers.

March, 1974: South Carolina Arts Commission holds Second Annual National Video and the Arts Conference in Columbia.

March, 1974: South Carolina Arts Commission, with Governor John C. West, declares March "Discover the Arts" month in the state.

March, 1974: South Carolina Arts Commission sponsors "a celebration of the arts" with demonstrations and performances by Commission artists on State House Grounds in Columbia.

- April, 1974: South Carolina Arts Commission sponsors statewide tour by classical guitarists Charlie Byrd and Richard Phillips.
- May, 1974: South Carolina Arts Commission holds First Annual Young Filmmakers' Festival with attendance in excess of 600.
- May, 1974: South Carolina Arts Commission holds Third Annual Statewide Poetry Festival with attendance in excess of 800.
- May, 1974: South Carolina Arts Commission receives \$98,000 ESAA (Emergency School Aid Act) grant from Department of Health, Education, and Welfare for implementation of Arts-in-Motion, an intensive school and community arts project in Greenwood School District 50 and Saluda County.
- May, 1974: South Carolina Arts Commission receives commitment from Elliott White Springs Foundation for doubled funding of Project TAP (Total Arts Program) in FY 1974-75.
- June, 1974: South Carolina Arts Commission receives FY 1974-75 State appropriation of \$597,696, largest State budget ever received by the Commission.
- June, 1974: South Carolina Arts Commission announces 96 grants totaling \$138,000 awarded in FY 1973-74. Thirty-five different counties received aid.

ARTS-IN-EDUCATION DIVISION

The Arts-in-Education Division specifically addresses itself to arts programs and projects in the elementary, secondary, and higher education areas, although it also deals with special interest groups where education/instruction in the arts is of prime concern. Specific programs within this division are described below.

Affiliate Artist places a performing artist (dancer, musician, actor) in communities to work with schools and other organizations giving performances, performance-demonstrations, and dance workshops. The program is funded by the Sears-Roebuck Foundation and the National Endowment for the Arts. During FY 1973-74 South Carolina's Affiliate Artist was modern dancer Sybil Huskey, who spent 56 days in the state and presented approximately 250 performances, demonstrations, and workshops in such communities as Bennettsville, Greenville, Allendale, Lancaster, Chester, and Fort Mill.

Artist-in-Residence places a professional artist in residence in a school system where he maintains an open studio, teaches classes, holds teacher workshops, and works with interested area residents. Initiated in FY 1970-71, the program was continued in 1974 in Walterboro with visual artist Don Boyd.

Filmmakers-in-the-Schools provides a visiting filmmaker-in-residence for a school system. The filmmaker spends six to nine weeks with selected students initiating and directing a creative filmmaking program, conducting filmmaking workshops for teachers, and serving as specialist/consultant during the school year. Necessary film equipment is loaned by the Commission for the program. In FY 1973-74 Stan Woodward joined the Commission staff as Filmmaker-in-Residence to coordinate the in-school film program. The Commission also sent four teacher/filmmakers to New York City to a Summer Filmmaking Workshop at the Center for Understanding Media. When they returned to their schools, the agency loaned the sites necessary equipment for a film studio.

In-School Concerts are designed to allow student participation in informal, instructional, musical experiences. Series of concerts range from string duets, woodwind duets, and piano solos to percussion ensembles and vocal groups that perform classical, operatic, and light popular music. The In-School Concerts program began during FY 1971-72 with 13 performing groups, which gave a total

of 40 concerts. In 1974, 25 different groups presented approximately 80 concerts in some 80 schools.

Poets-in-the-Schools places professional poets in elementary and secondary schools to work with students in creating their own poetry. Poets teach four classes per day, conduct teacher workshops, and give public poetry readings. Initiated in the Fall of 1971 with poets working in 16 schools, the program expanded in FY 1974 to 16 poets working in 38 schools involving approximately 8,000 students and teachers.

Third Annual Statewide Poetry Festival was held in May, 1974, at Sesquicentennial State Park in Columbia in conjunction with the Poets-in-the-Schools program. Some 800 students and teachers attended the festival.

Talking on Tiptoe is the title of the Commission's newest poetry anthology, published in conjunction with the Poets-in-the-Schools program. All students who had poetry selected for insertion in the anthology received copies of the publication, copies were placed in all public and school libraries, and the publication received excellent review coverage in many newspapers and magazines.

CONTEMPORARY ARTS DIVISION

The Contemporary Arts Division is concerned with programming designed to reach people not highly interested or involved in the arts. Heavily oriented toward the youth market, its programs are also designed to attract the interest and involvement of those whose only knowledge of the arts is what they hear on radio, see on television or read in magazines. The key to this program is the utilization of contemporary, or popular, arts.

ARTS (Arts Resource Transportation Service), a mobile art studio, was inaugurated in FY 1973-74. The truck is placed in a community for a two-week period and comes equipped with full art facilities, supplies, and two artists-in-residence. During the residency the artists work with local creative people to provide a wide range of arts activities to smaller and rural communities which do not have access to art programs and teachers.

Communications Center, a unique service which utilizes six artists-communicators to work within the state to develop media centers from which various video arts activities may be conducted, was officially launched this year. The team of artists, working out of Charleston, encourages people within a community to follow their own initiatives to develop their primary interests through one or more of the arts/communications processes and serves as a catalyst for the process.

Youth Arts Advisory Councils were organized this year to assist the Commission in developing and implementing programs for the young. Formed in different communities across the state, representatives from each region will serve on a State Assembly Council and provide a continuing input of ideas and information to the Commission.

Film Equipment Loan Program was devised in FY 1973-74 to provide two sets of Super-8 filmmaking equipment which is loaned to school systems on a "first come" basis for the purpose of creating their own films.

Heritage Series, designed to develop interest in the many and varied folk arts and crafts indigenous to South Carolina, continued operation this year. Weekend workshops are utilized to make high school students and community residents aware of their particular cultural heritage and arts and crafts processes such as spinning, weaving, pottery, chair caning, folk musical instrument making as

well as folk stories and literature, folk dancing, language, and dialect.

Youth Film Production Grants were initiated this year to provide small assistance grants to high school and college students, individually or as a group, to make it possible for them to produce a film. Film equipment is loaned to funded applicants, so grant funds are used only for purchasing film supplies. Equipment purchase or payment of salaries are not eligible items for expenditure of grant funds.

Arts-in-Prisons, structured to provide meaningful arts activities within the confines of correctional institutions within the state, grew into five facilities this year. Three working artists conduct activities, including studio workshops in acting, painting, drawing, design, graphic arts, small sculpture, and printmaking.

Film Festivals were sponsored by the Commission this year to bring recipients of Youth Film Production Grants and participants in the Filmmakers-in-the-Schools programs together with others in the state engaged in film activities. Films completed in these programs and by in-state independent filmmakers will be shown and critically evaluated by professional filmmakers and critics who will also hold workshops on film concepts and film techniques.

State Art Collection grew during FY 1973-74 to a total of 69 pieces of art created by native or resident South Carolina artists. Last year the Collection toured with the ARTS Truck to 24 different communities, including Walterboro, Chester, Bennettsville, Lancaster, Charleston, and Fort Mill.

PROFESSIONAL ARTS DEVELOPMENT DIVISION

The Professional Arts Development Division's activities cross all art disciplines but are primarily concerned with professional artists and arts organizations—their development and stability and the professional development of community groups.

Dance Touring Program, sponsored jointly by the Commission and the National Endowment for the Arts, brought major dance companies into the state for residencies in FY 1973-74. Local communities pay one-third of the price of this program while the Commission and the Endowment each pay a third.

The *Ticket Subsidy Program* this year made it possible for hundreds of economically deprived persons to attend performing arts programs they would normally have been unable to afford. The program is designed to motivate local arts organizations to make tickets available at less than normal cost in order to further extend the impact of this program and also to bring new audiences into local arts activities.

Contemporary Orchestral Music Rental in FY 1974 allowed the five community orchestras in the state to draw upon program funds to broaden the scope of their music programs to include more contemporary music by renting scores by 20th Century composers.

The Ensemble Residency Program brought two different professional performing groups into South Carolina this year. The Camerata Woodwind Quintet and the Blackearth Percussion Group both toured the state performing and conducting workshops.

SCORE (South Carolina Open Road Ensemble), the first phase in the development of an official South Carolina State Theater, opened its first season with five professional actors and a repertoire including Moliere's "The Flying Doctor," Chekhov's "The Marriage Proposal," and Brian Friel's "Lovers." The company operated during FY 1973-74 with funding from the South Carolina General Assembly and the National Endowment for the Arts. Over 100,000 South Carolinians saw SCORE perform and conduct workshops in public schools, colleges, and community theaters.

GRANTS 1973-74

RECIPIENT	GRANT AMOUNT
<i>Architecture and Environmental Arts</i>	
Charles West	\$ 695.00
<i>Dance</i>	
U.S.C. University Union	\$3,500.00
U.S.C. University Union	2,169.00
Coker College	3,834.00
Francis Marion College	2,049.00
Claffin College	1,500.00
Claffin College	1,500.00
Ballet Guild of Spartanburg	3,000.00
Furman University	1,000.00
Beaufort Elementary School	1,000.00
Columbia City Ballet	200.00
Civic Ballet of Greenville	190.00
<i>Film/Photo</i>	
Pat Crawford	\$1,000.00
Marty Vermillion	150.00
Larry Hoffman	66.00
Michael Ferguson	155.00
David Graham	59.00
Converse College	1,150.00
Mark Henriksen	4,000.00
Carl Floyd	3,000.00
Gretchen Robinson	3,000.00
John Lewis, Jr.	324.00
Gibbes Art Gallery	1,850.00
Aiken High School	575.00
Greenville County Museum of Art	75.00
Greenville County Museum of Art	50.00
<i>Literary Arts</i>	
Pegasus Society	\$ 259.00
Peaceweed Press	1,000.00
Winthrop College	1,050.00
Alston Wilkes Society	1,500.00

RECIPIENT	GRANT AMOUNT
-----------	--------------

Music

S. C. Music Teachers' Association	\$1,200.00
Greenville Symphony Orchestra.....	6,000.00
Laurens County Community Concert	200.00
Florence Symphony Orchestra	1,700.00
Spartanburg Music Teacher's Association	335.00
American Guild of Organists	200.00
Jay Knowles	1,650.00
American Guild of Organists	124.00
American Guild of Organists	460.00
Newberry College	2,000.00
Beaufort County Recreation Commission	655.00
Winthrop College	600.00
Carolina Chorale	1,750.00
Greenville Symphony Orchestra	750.00
Greenville Symphony Orchestra	355.00
Greenville Symphony Orchestra	550.00
Crescent Youth Symphony	305.00
Oak Grove Elementary School Band	34.00
Florence School District I	490.00
Spartanburg Symphony Orchestra	275.00
Spartanburg Chapter Gospel Workshop	200.00
Dorchester County Arts Council	500.00

Theater

Sumter Little Theatre	\$5,000.00
Tommy Scott Young	500.00
Florence Little Theatre	2,500.00
Little Theatre of Spartanburg	4,000.00
Anderson Community Theatre	1,200.00
Workshop Theatre	200.00
U.S.C. Department of Theatre and Speech	240.00
Theatre of the Republic	496.00
Beckman Center Mental Health Services	1,200.00
Laurens School Districts 55 and 56	450.00
U.S.C. Art Department	2,000.00
Spartanburg County Arts Council	338.00
Hartsville Arts Council	475.00
U.S.C. Department of Theatre and Speech	200.00
U.S.C. Department of Theatre and Speech	70.00

RECIPIENT

GRANT AMOUNT

Visual Arts

U.S.C. Center for Older Americans	\$6,966.00
U.S.C. Art Department	4,568.00
Columbia Museum of Art	2,150.00
William Jameson	500.00
Harry Hansen	1,750.00
Gilbert Reed	1,000.00
Gibbes Art Gallery	3,200.00
Greenville County Museum of Art	3,600.00
Jean McWhorter	475.00
Blue Sky	3,000.00
Garden Club of S. C.	140.00
Gibbes Art Gallery	240.00
Columbia Museum of Art	2,865.00
Bamberg County Education and Recreation Agency	4,000.00
Spartanburg County Art Association	175.00
Spartanburg County Art Association	268.00
Metropolitan Arts Council	1,000.00

Multi-media

Foothills Arts and Crafts Guild	\$2,800.00
Arts Council of Spartanburg	697.00
Junior League of Columbia	1,000.00
Gibbes Art Gallery	1,100.00
Colleton County Schools	5,000.00
B.O.N.T., Inc.	506.00
Jasper County Chamber of Commerce	345.00
Piedmont Heritage Fund	2,500.00
Fine Arts Center	748.00
Williamsburg County Recreation Department	2,200.00
B.O.N.T., Inc.	6,000.00
Metropolitan Arts Council	105.00